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ABSTRACT OF THE DISCLOSURE

A marketing system is provided wherein consumers disclose their purchase demands so that dealers can purchase the disclosed information. A market information registering unit registers market information including the consumers' demands, and a personal information registering unit registers personal information about the consumers. The market information is posted at posting unit, and a dealer, browsing the posted market information, purchases the market information, whereupon a personal information acquiring unit acquires the personal information. Based on the personal information, the dealer accesses the consumer. The personal information acquiring unit includes a prior approval demand determining unit, which determines whether or not the consumer's approval is required before the dealer accesses the consumer. Also, the personal information acquiring unit includes an access confirming unit for seeking the consumer's approval when the prior approval is required.